

Independent medical education in Europe: Who is calling the shots? Where next?

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MedComms Networking Event

www.MedCommsNetworking.com

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Disclosure

- ❖ MD, Siyemi Learning (siyemi.org) – an independent education provider since 2006
- ❖ Eugene Pozniak is Programme Director and Guarantor of European CME Forum, a not-for-profit organisation
- ❖ I have no relevant financial relationships to disclose
- ❖ Both Siyemi Learning and European CME Forum work with collaborative partners including medical societies and universities to develop independent education and receive arms-length grants and sponsorship from industry

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Agenda

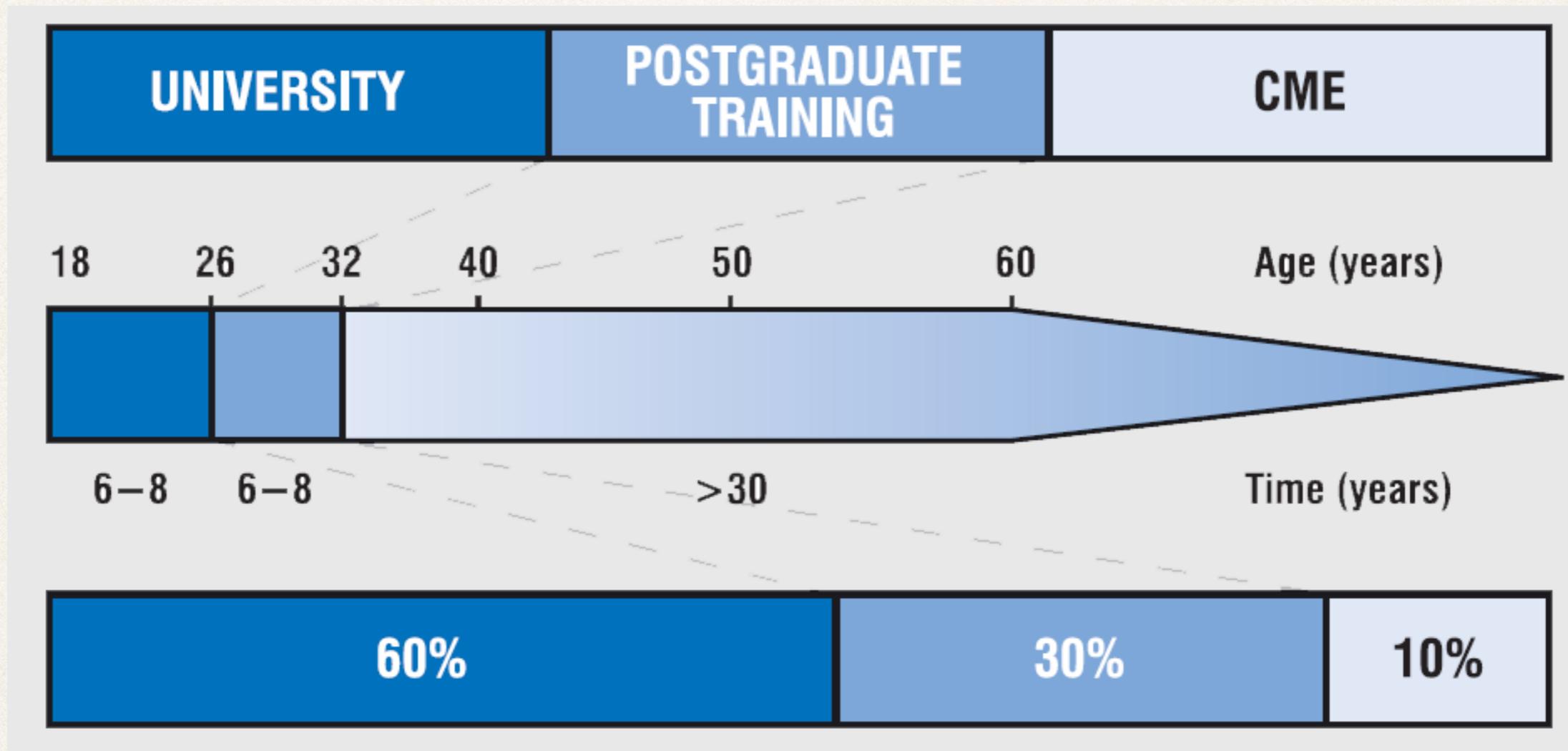
- ❖ Defining “medical education”
- ❖ Who are the players?
- ❖ How are things evolving?



What is “medical education”



What is “medical education”



Who provides medical education
for specialists in Europe?

Providers of medical education

- ❖ Medical Societies / Associations
- ❖ Universities / teaching hospitals
- ❖ Local employer / hospitals / self-learning
- ❖ Professional education / CME providers
- ❖ Industry and their agencies

Providers of medical education

- ❖ *Medical Societies/Associations **
- ❖ *Universities/teaching hospitals*
- ❖ *Local employer/hospitals/self-learning*
- ❖ **Professional education/CME providers (*)**
- ❖ **Industry and their agencies**

Paid-for journal

Professional Relations

Publication Planning

Public Relations

Market access

Ad Board (2)

Detail Aid

e-learning (2)

e-learning (1)

Satellite Symposium

Sponsored Supplement

Ad Board (1)

Stand Alone Meeting

Mailing Campaign



“Pure promotion”



“Pure education”

“Pure promotion”

Press Ad



CME/CPD

“Pure education”

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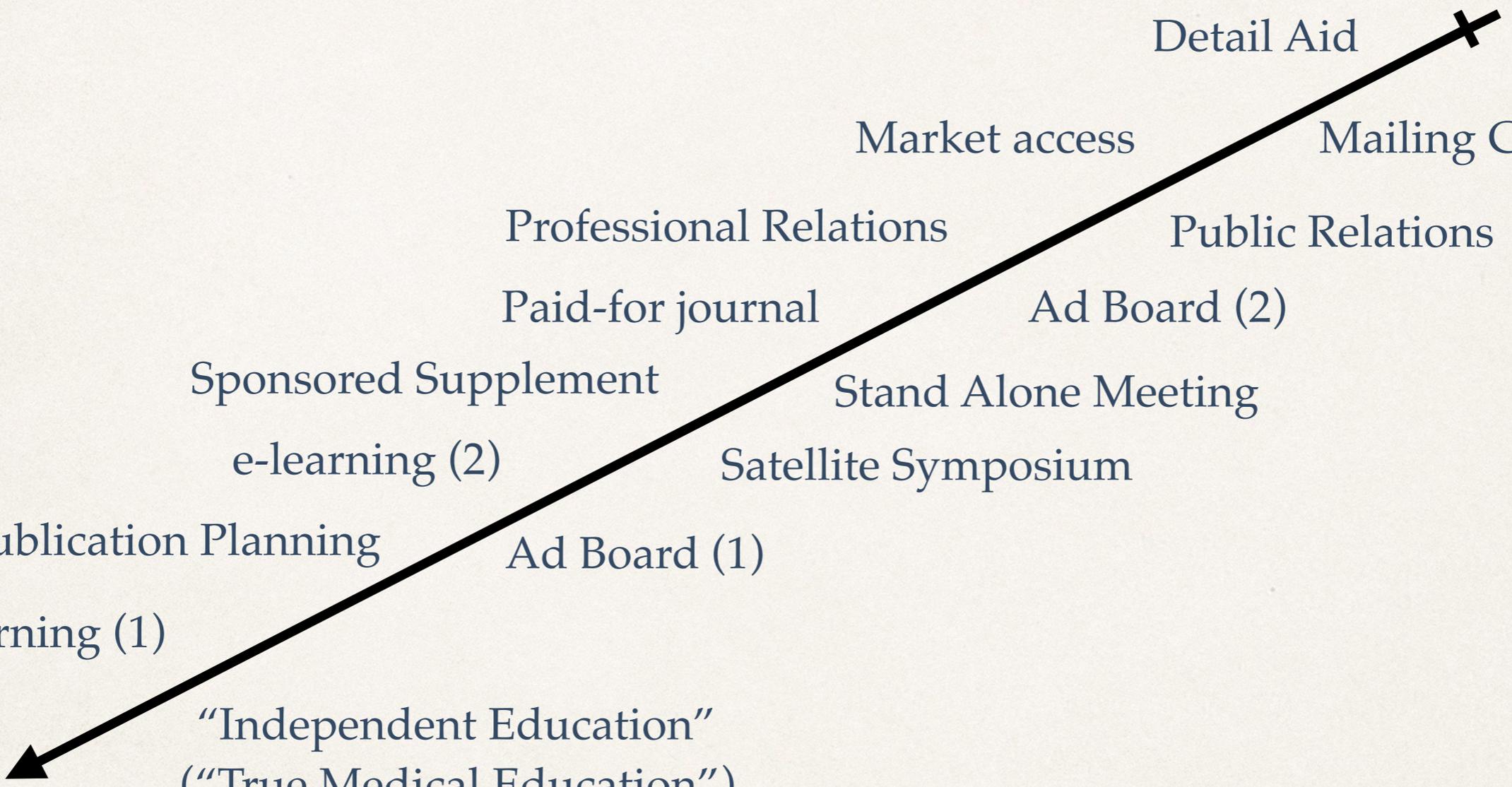
Ad Board (1)

e-learning (1)

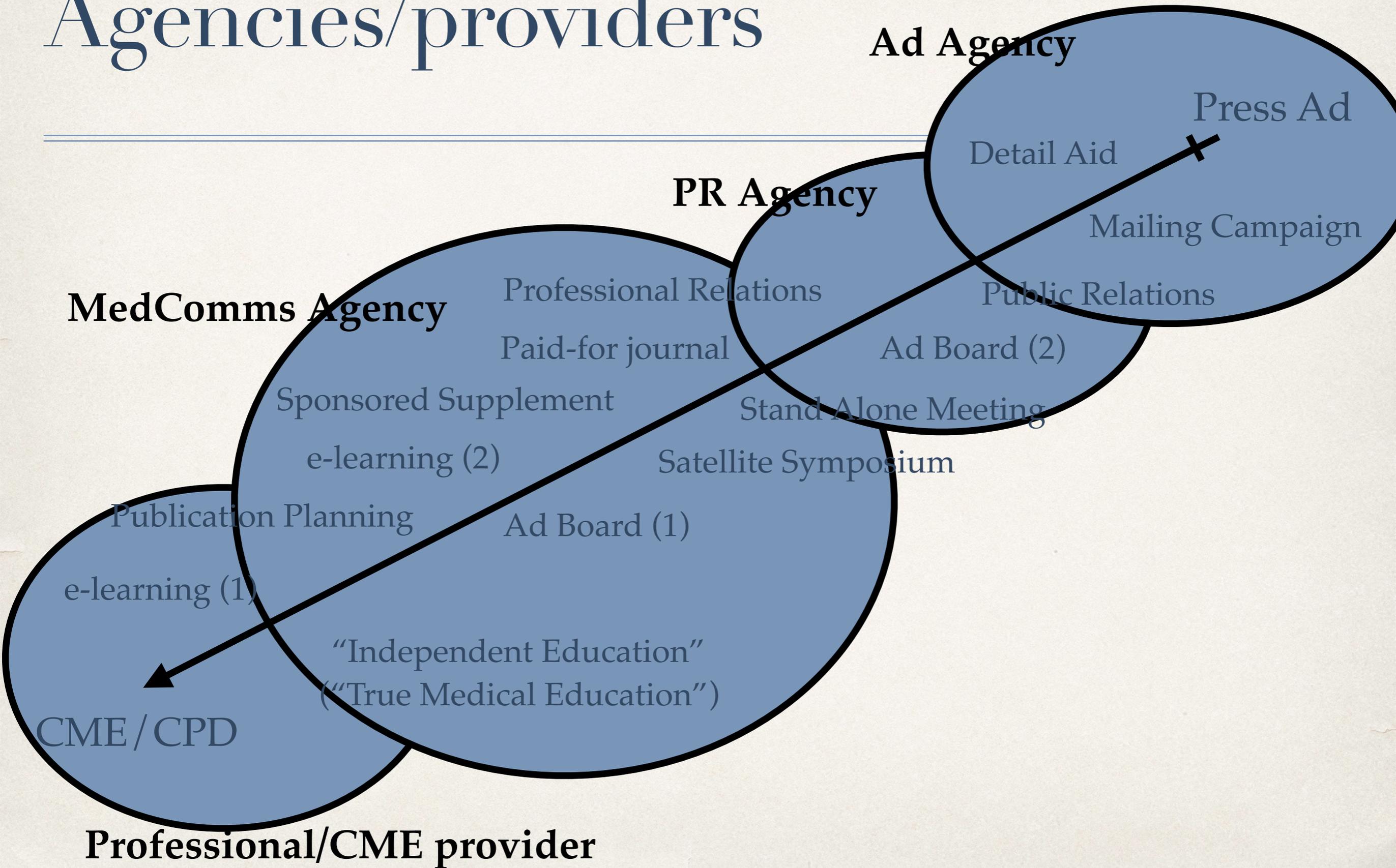
“Independent Education”
 (“True Medical Education”)

CME/CPD

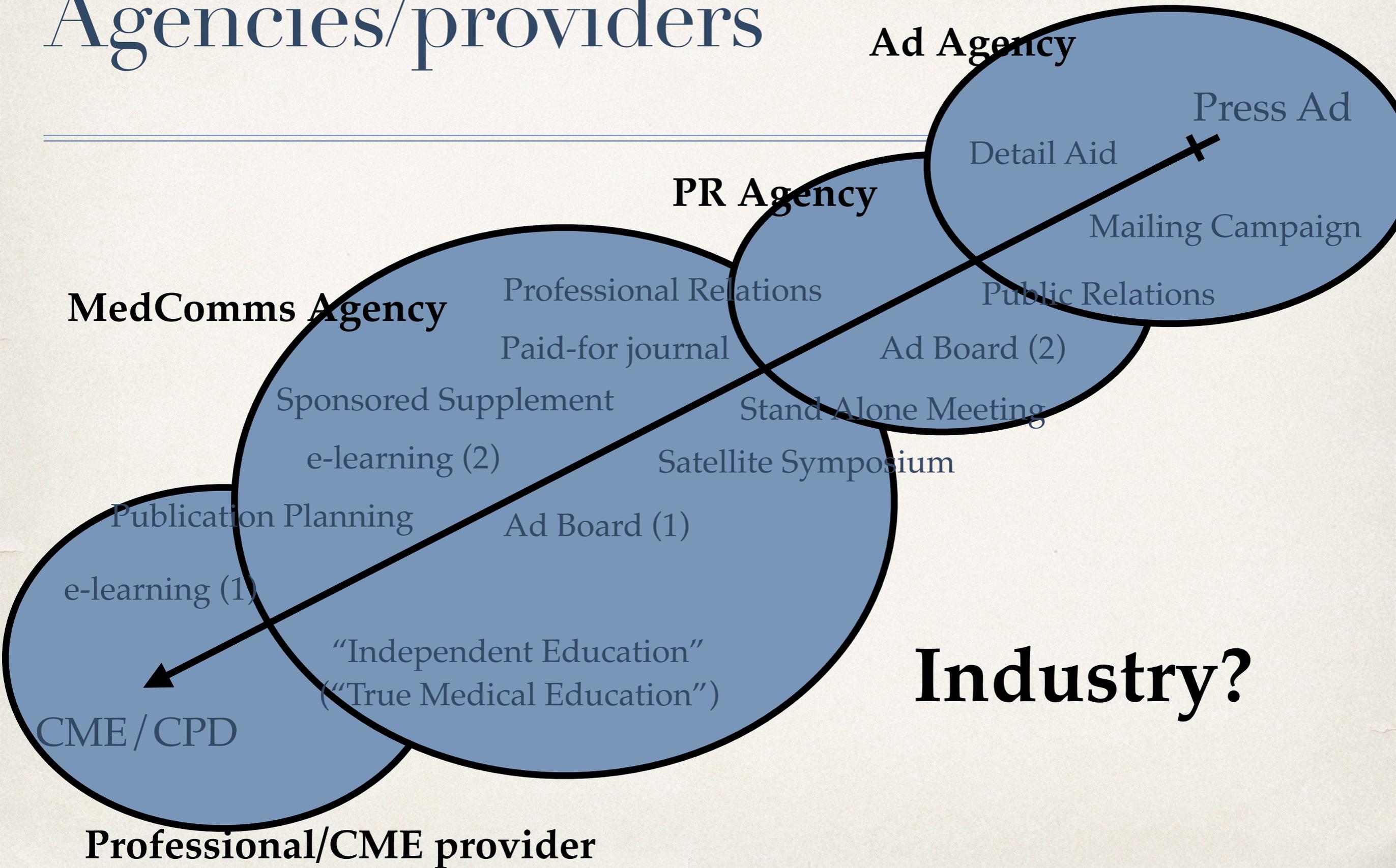
“Pure education”



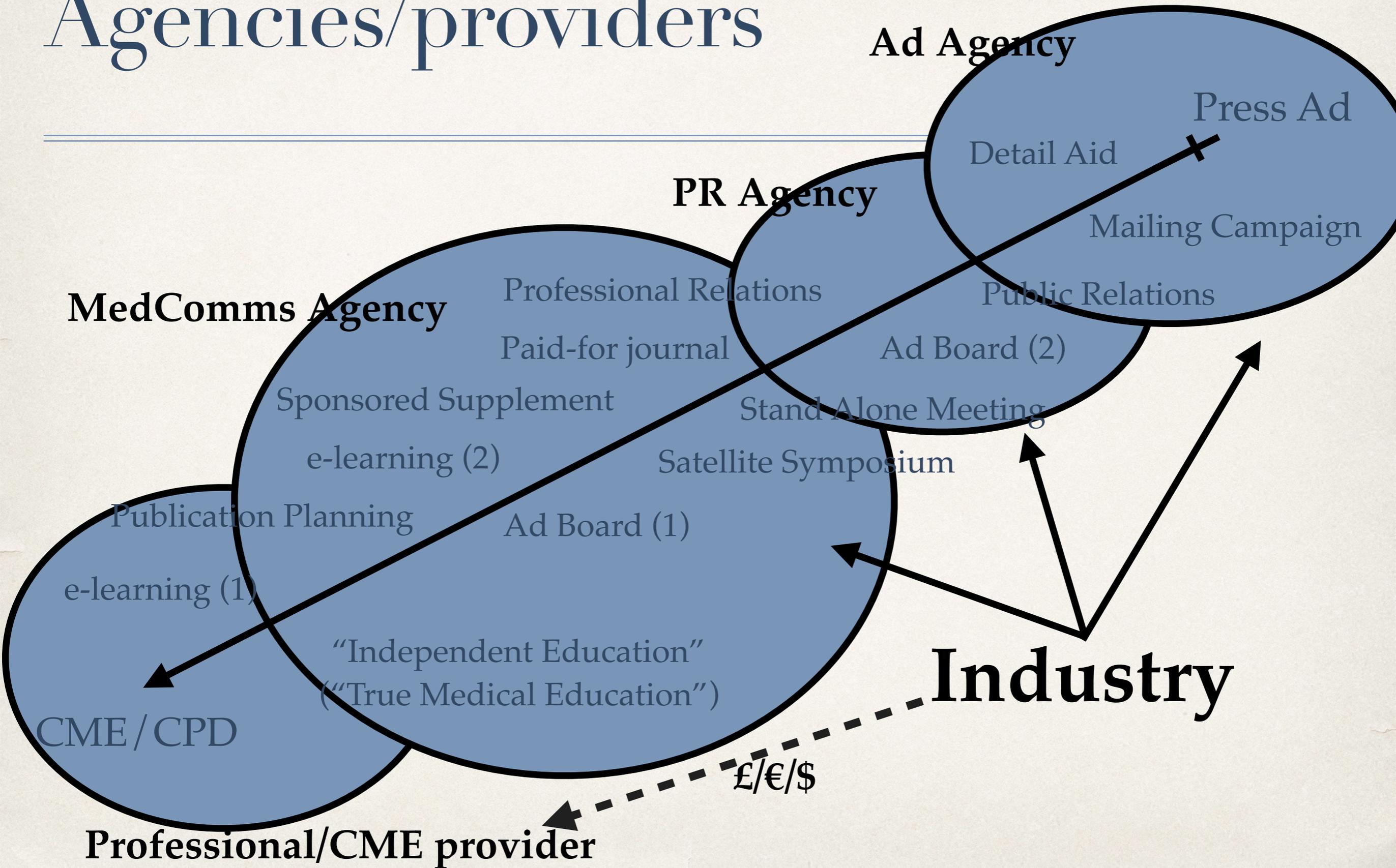
Agencies/providers



Agencies/providers



Agencies/providers



What's the difference?

- ❖ Agencies are controlled by Industry when they are doing company-directed education and promotion on their behalf
- ❖ Industry must be at “arms’ length” when providing grant funding to Education Providers — whether professional/commercial providers or medical societies

Who is involved?

- ❖ Medical Societies and Associations
- ❖ Industry (including regulators)
- ❖ MedComms / PR / Advertising agencies
- ❖ Professional education / CME providers
- ❖ **CME accreditation bodies**

All Industry

Providers and
Agencies

CME accreditors

Medical Societies

Industry

- ❖ In recent years
 - ❖ Company-initiated and controlled
 - ❖ Arms' length educational grant
 - ❖ Looking closer at improving relevance of financial support

Industry

- ❖ Company-initiated and controlled
 - ❖ MedComms agencies
 - ❖ Digital campaigns
 - ❖ Patient groups / hospitals / medical society congresses
- ❖ Arms' length educational grant
 - ❖ Medical societies (e.g. development of Guidelines)
 - ❖ Professional education / CME providers

Company-
controlled

Industry

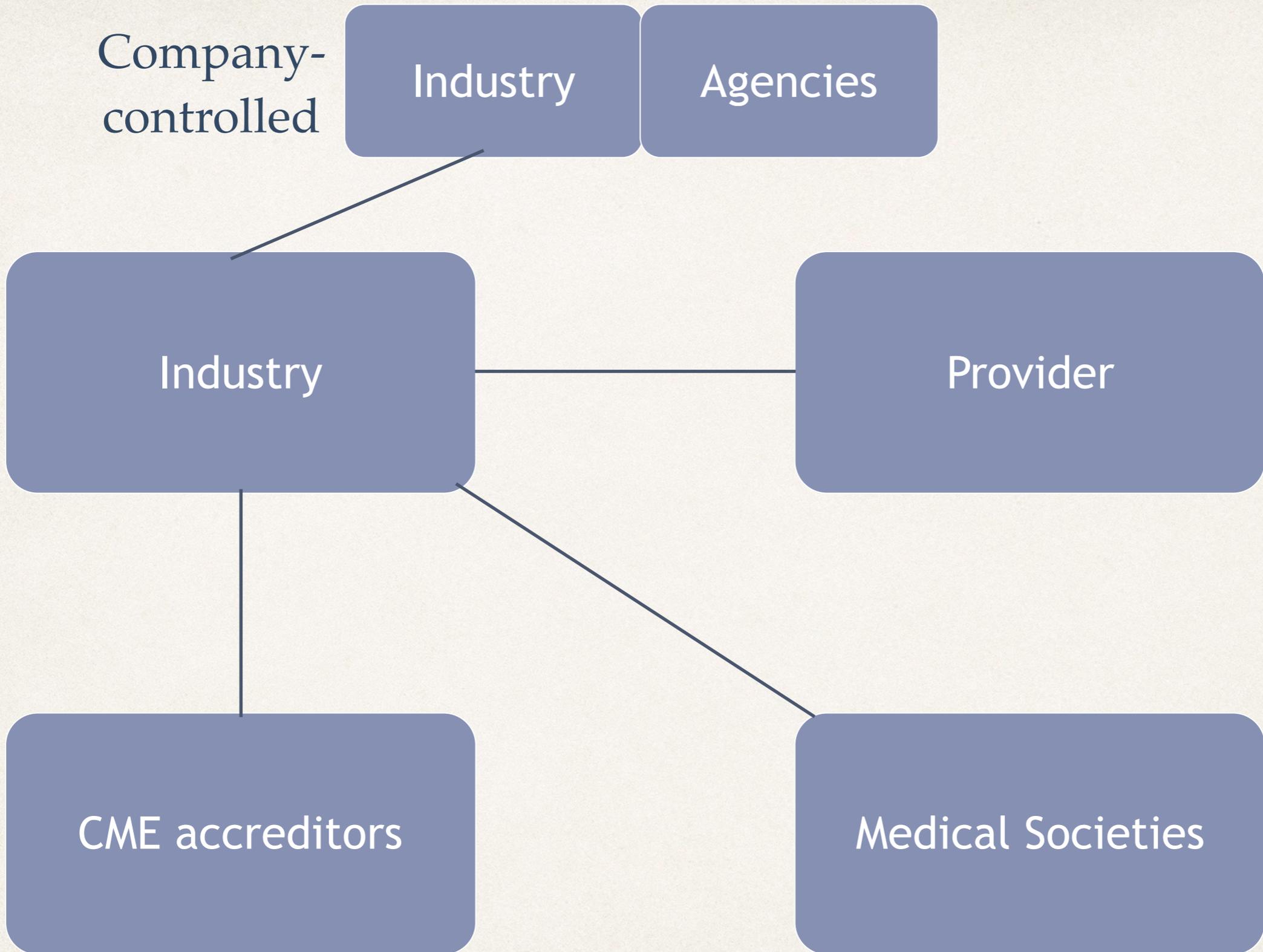
Agencies

Industry

Provider

CME accreditors

Medical Societies



Medical Societies

- ❖ Reduction in income from industry

Medical Societies

- ❖ Reduction in income from industry
 - ❖ Reduced exhibition space
 - ❖ Fewer satellite symposia, lower fees
 - ❖ Reduced sponsorship levels

Medical Societies

- ❖ Some societies are replacing this with more formal education for specialists, in order to satisfy their educational needs, introducing registration fees and to attract educational grants from industry.
- ❖ CME accredited sub-specialty meetings
- ❖ e-learning (paid for / CME accredited)
- ❖ Guidelines developed according to CME principles

Company-
controlled

Industry

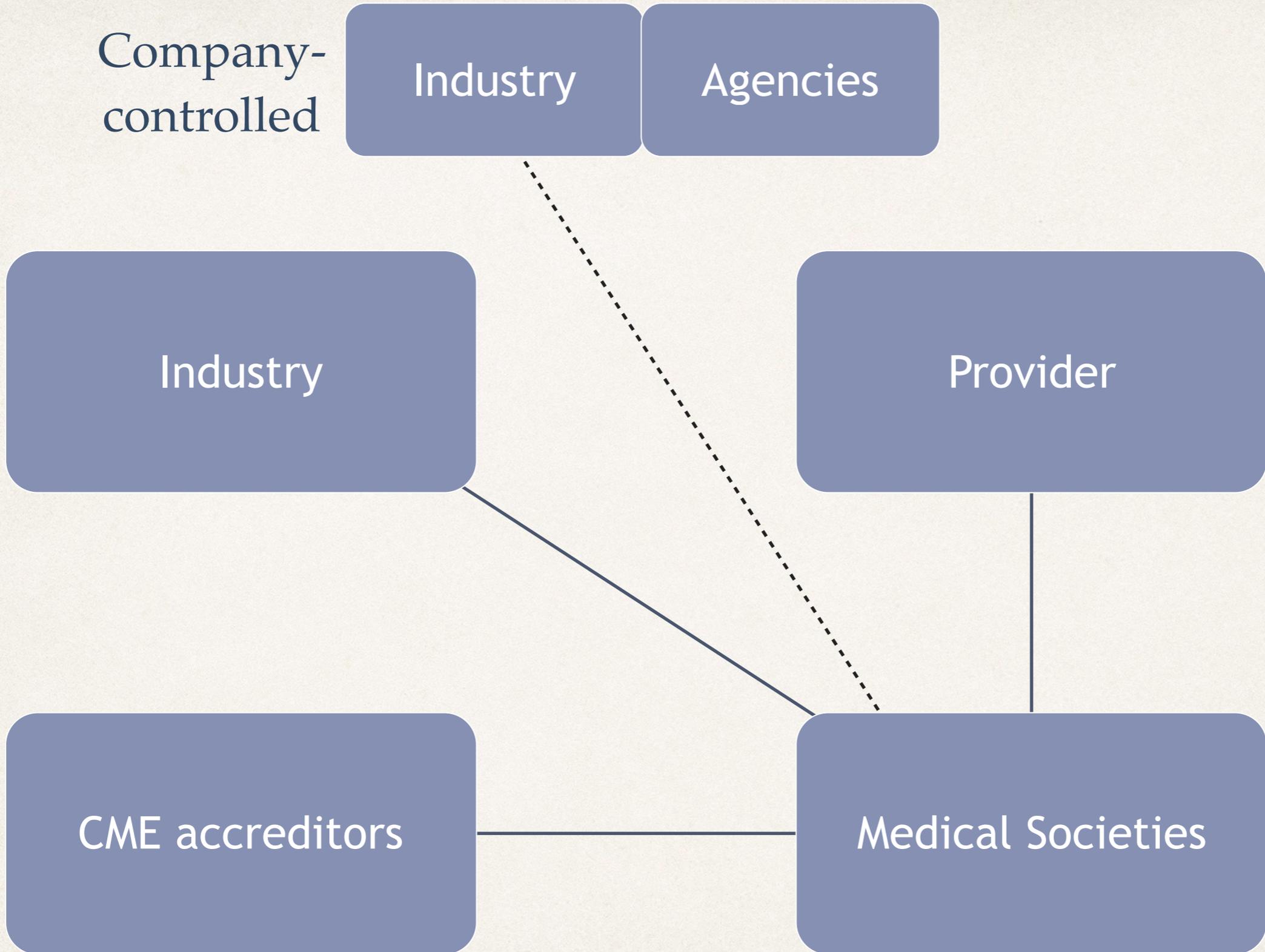
Agencies

Industry

Provider

CME accreditors

Medical Societies



Professional education providers

Professional education providers

- ❖ Evolving into dedicated sector
 - ❖ Do not do product promotion or company-controlled education
 - ❖ Do not have industry “clients”
 - ❖ Seek independent grants from industry
 - ❖ ...and partnerships with the profession
 - ❖ Ensure independence and CME compliance
 - ❖ Develop education that addresses an identified practice gap

Company-
controlled

Industry

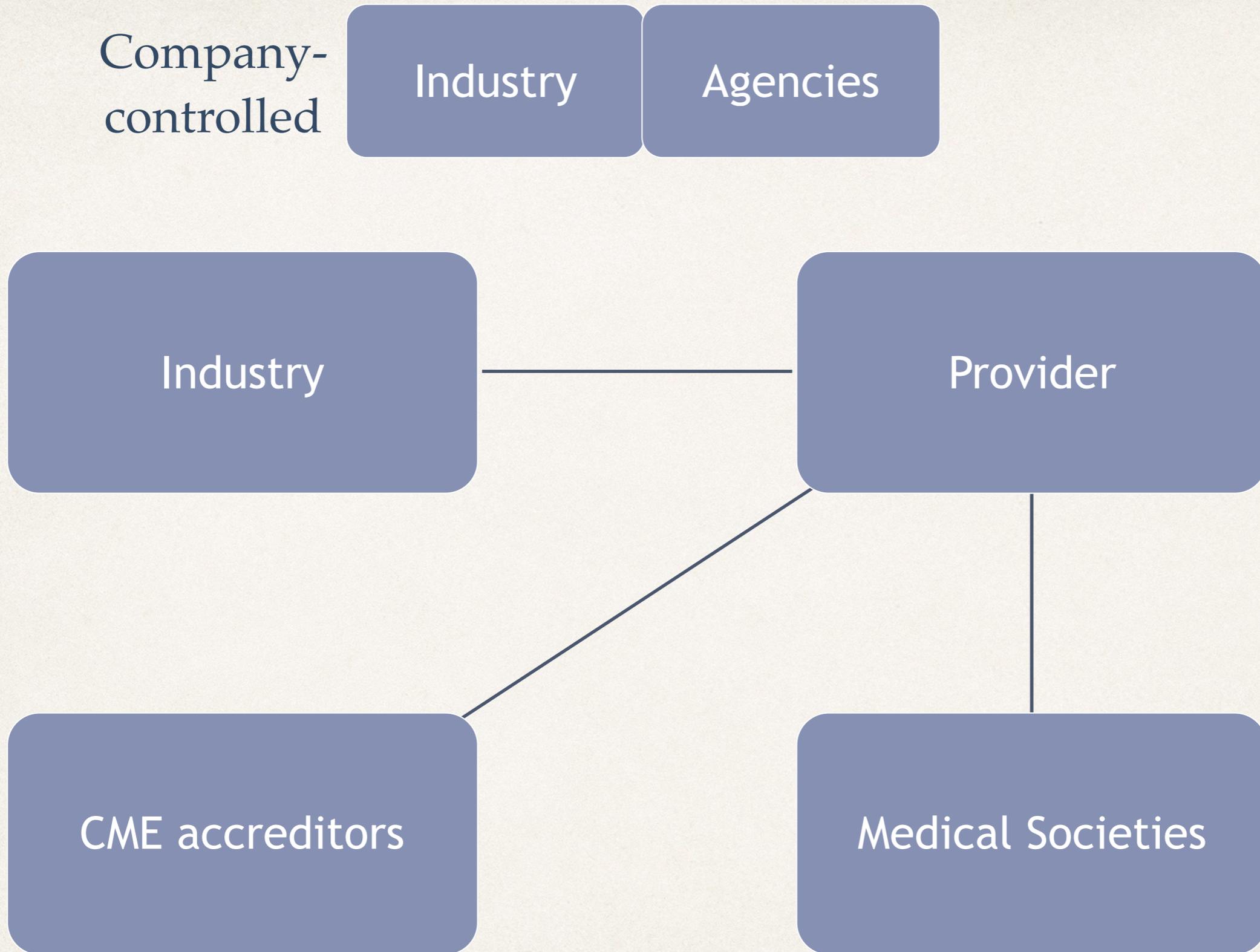
Agencies

Industry

Provider

CME accreditors

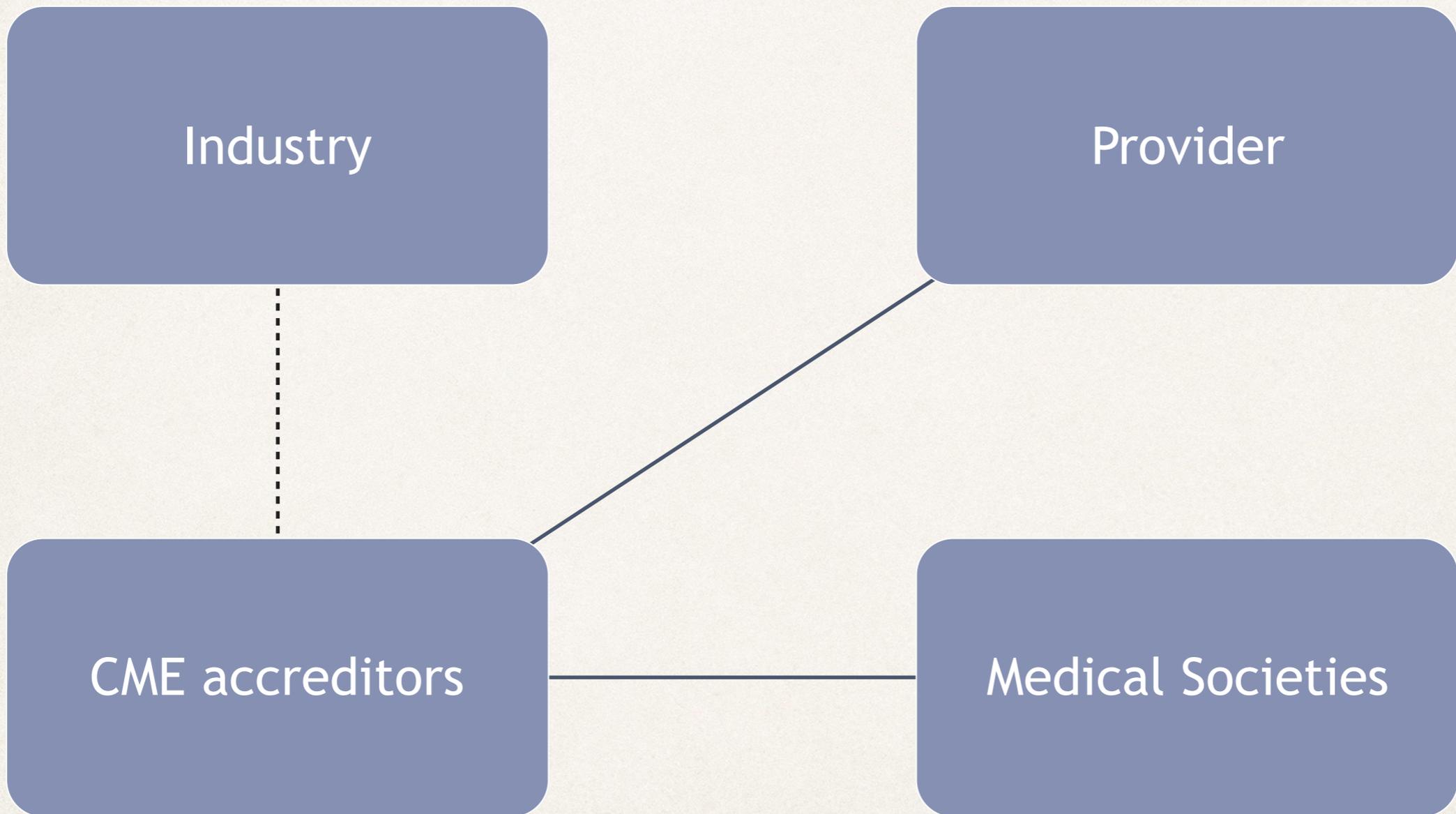
Medical Societies



CME accreditation bodies

CME accreditation bodies

- ❖ Becoming more than a “quality stamp”
 - ❖ CME used for re-licensing / re-certification
 - ❖ Guarantee of industry non-bias
 - ❖ Supporting regulators
 - ❖ Driving standards
 - ❖ Multiple “clients”
 - ❖ Promotes education that addresses educational needs



Summary

Company-
controlled

Industry

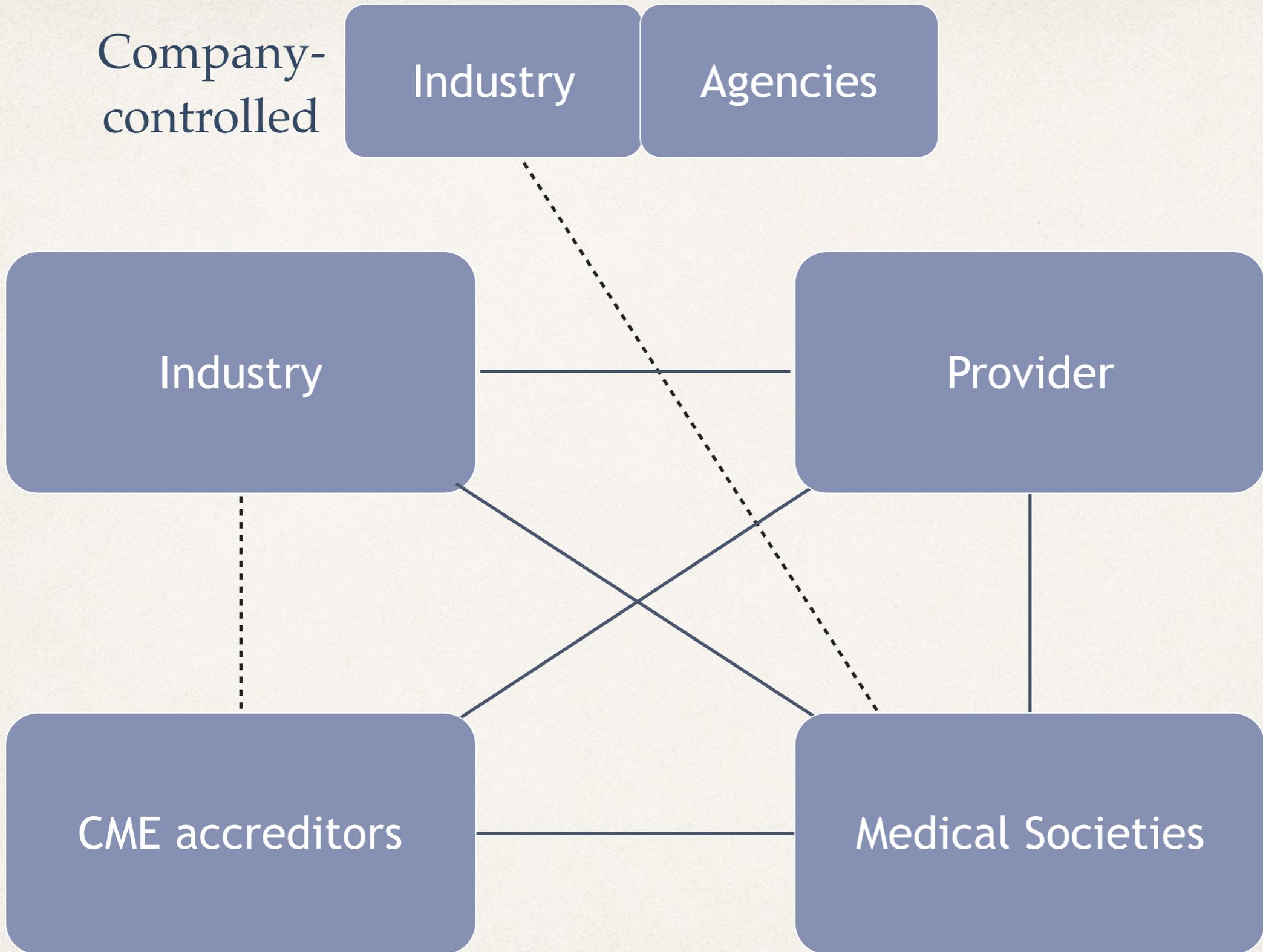
Agencies

Industry

Provider

CME accreditors

Medical Societies



Summary

- ❖ All parties are looking more towards the common goal of developing education that is designed to improve the competence and performance of healthcare professionals, ideally to improve patient outcomes.

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